

## Program Data Sheet

Name of Event: OLD POINT COMFORT MARINA BOAT RENTAL PROGRAM			Pilot Program
			Revised program
		x	Repeat Program
Date: 1 MAY -12 DEC 05		Day of Week: SUN THRU SAT	Time:
Location: MARINA BLDG 207 McNAIR ROAD		Information Phone #:757-788-4308	Price: \$12.50/HR +FUEL; CHECK RIDES \$9.00
Program Coordinator: THERESA GROGAN			
Phone #: 757-788-4308		Fax #: 757-788-4354	e-mail Address: grogant@monroe.army.mil
Purpose of the Event: To provide eligible personnel with the means and opportunity to enjoy a positive leisure time pursuit ... fishing/boating in the Chesapeake Bay, at an affordable cost.			
Indicator/Measure of Success:   Revenue from program and spin-off sales Customer Satisfaction			
After Action Report (AAR) Comments from Prior Event(s): None			

### Key POCs

Name	Requirements	Phone #	Fax #	e-mail	Actions
Theresa Grogan	Publicity	4308	4354	<a href="mailto:grogant@monroe.army.mil">grogant@monroe.army.mil</a>	Web site, Casemate, and e-Zine
Theresa Grogan	Equipment	4308	4354	<a href="mailto:grogant@monroe.army.mil">grogant@monroe.army.mil</a>	Rental boats and related safety equipment
Theresa Grogan	Supplies	4308	4354	<a href="mailto:grogant@monroe.army.mil">grogant@monroe.army.mil</a>	Cleaning supplies, parts, line
NA	Audio/video				
NA	Decorations				
NA	Food & Beverages				
Theresa Grogan	Procurement	4308	4354	<a href="mailto:grogant@monroe.army.mil">grogant@monroe.army.mil</a>	Purchase of repair services
Marina staff	Set-up / Clean-up	4308	4354		
	Other				

## After Action Report

Financial Analysis		
Sales:	See breakdown	Notes: Boat rentals= \$3587 Check Rides= \$351 Fuel= \$1009 Total revenue= \$4947 Repairs= \$2000 Labor= \$800 (not including 70 vol hrs for check rides Supplies=\$600 Fishing Licenses=\$22.50 Registration= \$84.00 Bottom Cleaning and Painting: \$1368.00 \$ Total Expenses= \$4874.50
COGS:		
Other Revenues:		
Labor:		
Other Expenses:		
NIBD:	\$72.50	

Program Analysis	
Attendance:	35 check rides and 78 boat rentals
Indicator/Measure of Success: Revenue and customer satisfaction	
Elements to Change: Boats are old and starting to cost more each year to repair	
Elements to Eliminate:	
Elements to Add:	
Other Comments: Program is weather dependent. This includes not only inclement weather conditions but also small craft bulletins. High fuel rates in 2005  The thing that seemed to spur rentals this year was perceived demand. That is- "OPCM has only 2 boats to rent we need to sign up early to get one. " Also improved customer service. Limit number of boats and the ones we have will be utilized more.	